

# College Administrator

OCASA  
APACO

THE PROFESSIONAL JOURNAL FOR COLLEGE ADMINISTRATORS



**Reach the decision makers and signing authorities for Ontario's extensive college network and its annual budget of \$3.2 billion**

*College Administrator* has a controlled circulation of 3,300 with a pass-along readership of over 9,900\*

**EXTRA EXPOSURE!**

Ads booked in *College Administrator* appear online – free!

\*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

# Reach your target market at key times

In the spring and fall of each year, this highly valued communication tool provides timely information to every manager with signing authority in Ontario's 24 community colleges. Operating thriving campuses in more than 200 communities throughout the province, these colleges have a total annual budget of over \$3.2 billion. If you want a single marketing vehicle to land on the desk of every person in every college in Ontario who make purchasing decisions, include *College Administrator* in your 2019 marketing plans.

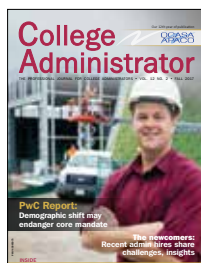
\*Covers are subject to change.



## Spring 2019

PROMOTING PROFESSIONAL DEVELOPMENT CONFERENCE

Space Closing: Late February  
Distribution & Invoicing: Early April



## Fall 2019

Space Closing: Late September  
Distribution & Invoicing: Late October

Invoicing dates may be adjusted to fit your fiscal budget – contact Jeff Kutny for details.

## Full Colour Advertising Rates

\*Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

As the official magazine of the Ontario College Administrative Staff Association, *College Administrator* reaches the decision makers and signing authorities for Ontario's college network, as well as select national administrators. It reaches more than 2,000 college administrators and managers, 434 members of Boards of Governors, 24 college Presidents and other officials and administrators with the Ministry of Training, Colleges and Universities; the College Employer Council; and Colleges Ontario.

	1 Time Rate	2 Time Rate	Online Magazine*
OBC	\$2525	\$2325	<b>FREE with print booking!</b>
IFC/IBC	\$2225	\$2025	<b>FREE with print booking!</b>
Full page	\$1925	\$1825	<b>FREE with print booking!</b>
1/2 page	\$1025	\$925	<b>FREE with print booking!</b>
1/3 page	\$875	\$825	<b>FREE with print booking!</b>
1/4 page	\$775	\$725	<b>FREE with print booking!</b>
1/6 page	\$425	\$375	<b>FREE with print booking!</b>

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- Rates are net of agency commission.
- The publisher and OCASA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and OCASA cannot be held liable for any material used or claims made in advertising included in this publication.

Published for  
OCASA by:



To reach administrative professionals in Ontario's colleges through *College Administrator*, contact Jeff at your earliest convenience to discuss your company's promotional plans for 2019.

**Jeff Kutny, Marketing Manager**

**Phone: 866-985-9789**

**jeff@kelman.ca**





**James Humphreys, Ph.D.**  
President/Board Chair



**Laine Atkins**  
Associate Executive Director

At no time in history has the economic wellbeing of Ontario depended more on the imagination and energy of colleges. As much as 70% of all jobs today require postsecondary education and training. In the next few years, that figure will increase even more.

To meet these challenges and to achieve their potential, colleges need support from industries and companies which supply products and services. The ever-changing, dynamic needs of the colleges require it.

At OCASA, we support our members by providing information on issues that affect them in all areas – academic, student services, information technology, physical resources, general administration, human resources – and others that may not yet be on many radar screens.

Who are our members? Our members are the people who make decisions about how the 24 colleges deploy their collective \$3.2-billion annual budget: the managers, department heads, chairs, deans, directors, vice-presidents – the people who make the colleges function, the managers who make the decisions about what happens today and what choices may face us tomorrow.

A key part of OCASA's communication is *College Administrator* magazine. Whether in its print or digital format, *College Administrator* is a must-read for anyone with a stake in postsecondary education. It is an ideal vehicle for industries and companies to present their products and services.

If your marketing plans include colleges, or you want to increase your presence and name recognition within this multi-billion dollar market, advertising in *College Administrator* is an essential key. No other vehicle puts your message in the hands of those who make the day-to-day decisions, and who map out the challenges of tomorrow.

Partner with us by contributing to *College Administrator*, and to Ontario colleges.



College Administrators Network.  
The professional community shaping  
excellence in college leadership.

## 2018/19 OCASA EXECUTIVE:

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THE PROFESSIONAL JOURNAL FOR COLLEGE ADMINISTRATORS

**Interactive Edition**

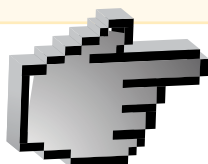
*College Administrator* available online



With print and digital communication operating hand-in-hand, you can take advantage of the fact that *College Administrator* magazine is available online in a highly interactive format.

**A user-friendly, interactive Media Rich PDF format that includes:**

1. Active hyperlinks to all websites and emails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads



Visit us online, [www.ocasa.on.ca](http://www.ocasa.on.ca)

MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

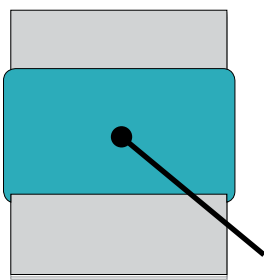
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

## POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

## BELLYBANDS

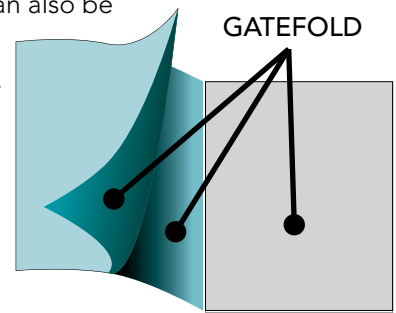
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

## PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



CONTACT YOUR SALES ASSOCIATE  
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

## AD SUBMISSION INFORMATION

### Ad Dimensions

#### Production Requirements:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

*(earlier versions of the above programs are also acceptable.)*

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

#### Please submit ad material to:

STEFANIE HAGIDIAKOW  
 Ph: 866-985-9790  
 Fax: 866-985-9799  
 E-mail: stefanie@kelman.ca

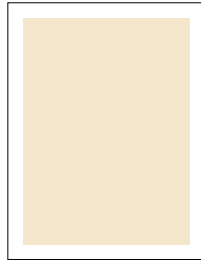


Craig Kelman & Associates  
 3rd Floor - 2020 Portage Ave.  
 Winnipeg, Manitoba R3J 0K4  
 www.kelman.ca

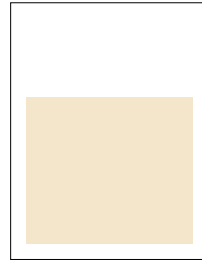
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

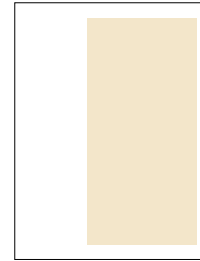
Full page



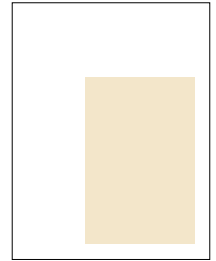
2/3 Horizontal



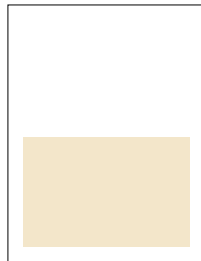
2/3 Vertical



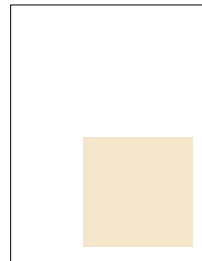
1/2 Island



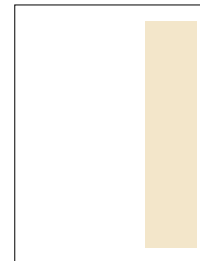
1/2 Horizontal



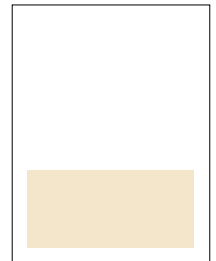
1/3 Square



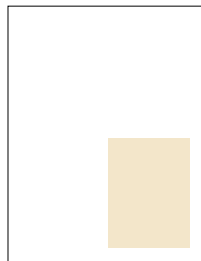
1/3 Vertical



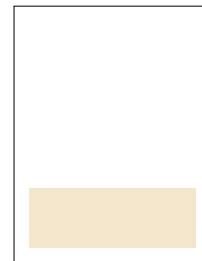
1/3 Banner



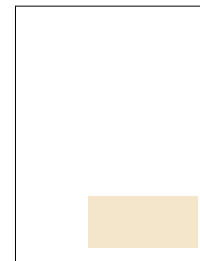
1/4 Vertical



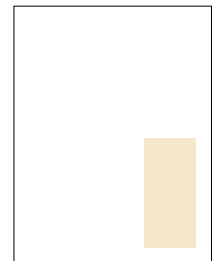
1/4 Banner



1/6 Horizontal



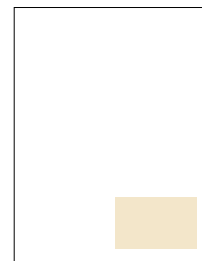
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

